

Rep Order# 8853807 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37054

Printed: 08/22/2012 11:37 AM
Last Received: 08/22/2012 7:22 AM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () HORSFORD, STEVEN
Product HORSFORD/CON/DEM
Estimate# 1609
Buyer Jesse Demastrie
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1609
Flight Dates 09/11/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

DEBORAH
PLEASE SEE REVISION TO LINES 3-13 & 17-24...
REVISED ORDER TOTAL IS \$37955/ 115 SPOTS
SHARES ARE ESTIMATED
PLEASE CONFIRM
THANKS
GREG

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-6A	8 NEWS NOW	:30	\$145.00	09/11-09/17 09/18-10/01	1 2	1 2	1 4	\$725.00	
	2	TU-F,M	6A-7A	8 NEWS NOW	:30	\$150.00	09/11-10/01	3	3	9	\$1,350.00	
	*3	TU-F,M	7A-9A	CBS THIS MORNING	:30	\$125.00	09/11-10/01	4	3	12	\$1,500.00	
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*4	SA	5A-7A	CBS THIS MORNING SATURDAY	:30	\$240.00	09/15-09/15 09/22-09/29	1 0	1 2	1 0	\$240.00	
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								

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	*5	SU	630A-8A	CBS NEWS SUNDAY MORNING	:30	\$850.00	09/16-09/16 09/23-09/23 09/30-09/30	1 0 1	1 1 1	1 0 1	\$1,700.00	
				Sales Remark: V3 REVISION V3 More than 2 codes changed								
	*6	SU	830A-9A	FACE THE NATION	:30	\$940.00	09/16-09/16 09/23-09/30	1 0	1 2	1 0	\$940.00	
				Sales Remark: V3 REVISION V3 More than 2 codes changed								
	*7	TU-F,M	9A-10A	LIVE! WITH KELLY	:30	\$200.00	09/11-10/01	2	3	6	\$1,200.00	
				Sales Remark: V3 REVISION V3 Comment Changed, Rate Changed								
	*8	TU-F,M	10A-11A	PRICE IS RIGHT	:30	\$1,000.00	09/11-10/01	1	3	3	\$3,000.00	
				Sales Remark: V3 REVISION V3 More than 2 codes changed								
	*9	TU-F	11A-12P	YOUNG & RESTLESS	:30	\$1,500.00	09/11-09/21	1	2	2	\$3,000.00	
				Sales Remark: V3 REVISION. V3 More than 2 codes changed								
	*10	TU-F,M	12P-1230P	8 NEWS NOW AT NOON	:30	\$200.00	09/11-09/24 09/25-10/01	2 1	2 1	4 1	\$1,000.00	
				Sales Remark: V3 REVISION V3 Comment Changed, Rate Changed								
	*11	TU-F,M	1230P-2P	BOLD & BEAUTIFUL/DEAL OR NO DEAL	:30	\$300.00	09/11-10/01	1	3	3	\$900.00	
				Sales Remark: V3 REVISION V3 More than 2 codes changed								
	*12	TU-F,M	3P-4P	ELLEN	:30	\$275.00	09/11-10/01	2	3	6	\$1,650.00	
				Sales Remark: V3 REVISION V3 Comment Changed, Rate Changed								

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Advertiser	() HORSFORD, STEVEN
Product	HORSFORD/CON/DEM
Estimate#	1609
Buyer	Jesse Demastrie
Phone#	
Fax#	

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1609
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Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

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	*13	TU-F,M	430P-5P	8 NEWS NOW AT 430PM	:30	\$225.00	09/11-10/01	3	3	9	\$2,025.00	
		Sales Remark: V3 REVISION										
		V3 Program Name Change, Comment Changed										
	14	TU-F,M	5P-630P	8 NEWS NOW ROTATION	:30	\$275.00	09/11-10/01	4	3	12	\$3,300.00	
	15	SA	5P-530P	8 NEWS NOW AT 5PM-SAT	:30	\$175.00	09/15-09/15	1	1	1	\$350.00	
							09/29-09/29	1	1	1		
	16	SA	630P-7P	8 NEWS NOW AT 630PM-SAT	:30	\$175.00	09/22-09/22	1	1	1	\$175.00	
	*17	TU-F,M	630P-7P	INSIDE EDITION	:30	\$250.00	09/11-10/01	4	3	12	\$3,000.00	
		Sales Remark: V3 REVISION										
		V3 Comment Changed, Rate Changed										
	*18	TU-F,M	7P-8P	ET/INSIDER	:30	\$275.00	09/11-10/01	2	3	6	\$1,650.00	
		Sales Remark: V3 REVISION										
		V3 Comment Changed, Rate Changed										
	19	SU	7P-8P	60 MINUTES	:30	\$1,100.00	09/16-09/23	1	2	2	\$2,200.00	
	*20	TU-F	11P-1135P	8 NEWS NOW AT 11PM	:30	\$475.00	09/11-09/14	6	1	6	\$2,850.00	
		Sales Remark: V3 REVISION										
		V3 More than 2 codes changed										
	*21	TU-F	1135P-1237A	LATE SHOW W. LETTERMAN	:30	\$175.00	09/11-09/14	4	1	4	\$700.00	
		Sales Remark: V3 REVISION										
		V3 More than 2 codes changed										
	*22	SA	930A-12P	CBS COLLEGE FOOTBALL	:30	\$750.00	09/15-09/29	2	3	6	\$4,500.00	
		Sales Remark: V3 REVISION.										
		V3 More than 2 codes changed										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*23	SU	10A-115P	CBS NFL FOOTBALL-EARLY GAME	:30	\$1,000.00	09/16-09/30	0	0	0	\$0.00	
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*24	SU	115P-430P	CBS NFL FOOTBALL-LATE GAME	:30	\$1,000.00	09/16-09/30	0	0	0	\$0.00	
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 115 / \$37,955.00

---SALES MONTHLY TOTALS---

Sep 12: 110 / \$36,930.00 Oct 12: 5 / \$1,025.00

Sales Totals: 115 / \$37,955.00

Station Totals: 115 / \$37,955.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$126,517	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+